

**Notice of Allowability**

Application No.

09/900,487

Examiner

Marissa Thein

Applicant(s)

BEZOS ET AL.

Art Unit

3627

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to October 25, 2004.
  2. ☒ The allowed claim(s) is/are 32-37, 42-50 and 53-62.
  3. ☒ The drawings filed on 06 July 2001 are accepted by the Examiner.
  4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
    - a) ☐ All    b) ☐ Some\*    c) ☐ None    of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
- \* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

5. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  6. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
7. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413), Paper No./Mail Date \_\_\_\_\_
7. ☐ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_

## REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

Claim 32 recites a computer-implemented method of providing account-specific information to users of an online store, the method comprising *inter alia*: receiving a request from a user for a product detail page of a first product that was previously ordered by the user; and in response to the request, supplementing the product detail page with at least an indication that the user previously ordered the first product.

The most closely applicable prior art of record is referred to in the Office Action mailed on August 26, 2004 as U.S. Patent No. 5,970,475 to Barnes. Barnes discloses an electronic procurement system, which enables users to view status and history of orders and generate reports. Furthermore, Barnes discloses requisitioners to track the status of their orders at all time. However, Barnes neither anticipates or fairly and reasonable teaches a computer-implemented method comprising receiving a request from a user for a product detail page of a first product that was previously ordered by the user; and in response to the request, supplementing the product detail page with at least an indication that the user previously ordered the first product.

Kenney neither anticipates or fairly and reasonable teaches a computer-implemented method comprising receiving a request from a user for a product detail page of a first product that was previously ordered by the user; and in response to the request, supplementing the product detail page with at least an indication that the user previously ordered the first product. Kenny's disclosure teaches away from receiving a request from a user for a first product that was previously ordered by the user and

Art Unit: 3627

supplementing the product detail page with an indication that the user previously ordered the first product. This is because Kenney teaches the clicking or touching of an indication on a hot spot of a particular product or particular group of items, wherein a portion of the screen displays additional information concerning the item or group of items (col. 3, lines 62-67). Furthermore, Kenney teaches pre-prepared lists can be automatically available which includes items purchased in the past and items due for reorder based on prior purchase history (col. 4, lines 20-24).

Claim 46 recites an electronic catalog system, comprising, *inter alia*, the server system is being responsive to a request from a user for a product detail page of the electronic catalog by (1) determining whether the user previously placed an order that is related to the product represented within the product detail page, and (2) if the user placed such a related order, supplementing the product detail page with information about the related order for presentation to the user, whereby the server system reduces a likelihood that user will place an unnecessary or undesirable order for said product.

This system is allowable over the prior art of record for reasons consistent with those identified above with respect to claim 32.

Claim 53 recites a method of customizing pages of an electronic catalog for individual users, comprising, *inter alia*, in response to the request, (a) identifying a related order previously placed the user, said related ordering related to the subset, (b) supplementing the page of the electronic catalog with information about the related

Art Unit: 3627

order, and (c) returning the page of the electronic catalog, as supplemented with the information about the related order, from the server system to the client program for presentation to the user. This method is allowable over the prior art of record for reasons consistent with those identified above with respect to claim 32.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."


Any inquiry concerning this communication or earlier communications from the examiner should be directed to Marissa Thein whose telephone number is 703-305-5246. The examiner can normally be reached on M-F 8:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Robert Olszewski can be reached on 703-308-5183. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Art Unit: 3627

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

mtot  
January 6, 2005

  
JAMES MCCLELLAN  
PRIMARY EXAMINER

